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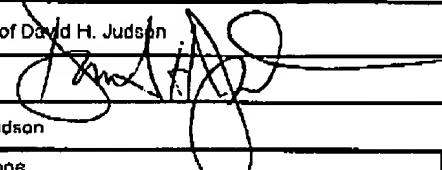
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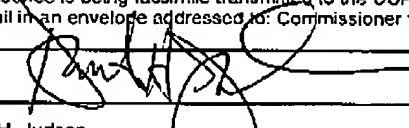
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TRANSMITTAL FORM	Application Number	09/586,387	
	Filing Date	June 2, 2000	
	First Named Inventor	Ranka	
	Art Unit	3021	
	Examiner Name	Eliscu, Pierre	
(to be used for all correspondence after initial filing)		Attorney Docket Number	
Total Number of Pages in This Submission	24		

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):
Remarks _____		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm Name	Law Office of David H. Judson		
Signature			
Printed name	David H. Judson		
Date	March 3, 2006	Reg. No.	30,467

CERTIFICATE OF TRANSMISSION/MAILING	
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:	
Signature	
Typed or printed name	David H. Judson
Date	March 3, 2006

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CENTRAL FAX CENTER****MAR 03 2006****PATENT****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: Ranka et al. Serial No.: 09/586,387 Filing Date: June 2, 2000 For: Method, algorithm, and computer program for optimizing the performance of messages including advertisements in an interactive measurable medium	Examiner: Elisca, Pierre E. Group Art Unit: 3621 Confirmation No.: 7011
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RESPONSE TO OFFICE ACTION

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the non-final Office action mailed February 24, 2006.

Please amend the application as indicated on the following pages, and consider the
Remarks herein.

Amendments to the Claims are reflected in the listing of claims that begins on page 3 of
this paper.

Remarks/Arguments begin on page 22 of this paper.